

JLS Case Study: The Newport Hotel

THE NEWPORT HARBOR HOTEL AND MARINA



Services provided: In April of 2009, the management of The Newport Harbor Hotel & Marina approached JLS Creative Solutions about producing a television commercial campaign targeting the property's diverse target demographic. JLS ended up creating two spots for the property, each targeting a specific audience. One spot, featuring a younger couple enjoying the destination property, was meant to position the hotel as a resort of choice among a younger demographic (ages 18-34). The second spot won a platinum Ava award and targeted older, more affluent customers, ages 35+ (the property's core target market).

Dan McBride is the Cinematographer/Editor at JLS. He attributes the spot's success to an unwavering attention to detail.

"The power of the pieces come from capturing the minute details - the texture of a lobster steaming in the New England sunlight, or the wind in a seafarers face as he docks his boat. We felt that moments like these would produce a more emotional response from viewers than say, just shots of the hotel's beds," McBride said.

Results generated: The spot targeting the older market went on to win a Platinum Ava, a prestigious award given to recognize excellence in audio visual production.

"The shoot in Newport was the pinnacle of our production in 2009, and it is great to be rewarded for it," Justin Holt, JLS VP of Video/Interactive said. "Our strategy was to paint a picture of a New England coastal town and capture the experience of all that comes with it. To do this, we shot from a 40-foot yacht to get breathtaking coastal footage, and out of a helicopter to get some aerial shots of the property's proximity to the harbor."

Justin Shaner is Founder and Chief Creative Officer at JLS. According to Shaner, the client's return on investment is paramount to declaring any project a success.

"Room sales continue to increase since the Newport campaign started, and the client is very happy with the results," Shaner said.

Debbie Neves is the Director of Sales at the Newport. She appreciated the JLS video team's experience.

"Working with JLS was a great experience from pre-production to post-production," Neves said. "I found the staff to be very organized, and they had excellent suggestions. We told them the end result we wanted, and they developed a plan to make that happen. Everything was done in a very timely fashion."

